



Creative Community Engagement

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What does



mean to you?



What is Community Engagement?



Community Engagement

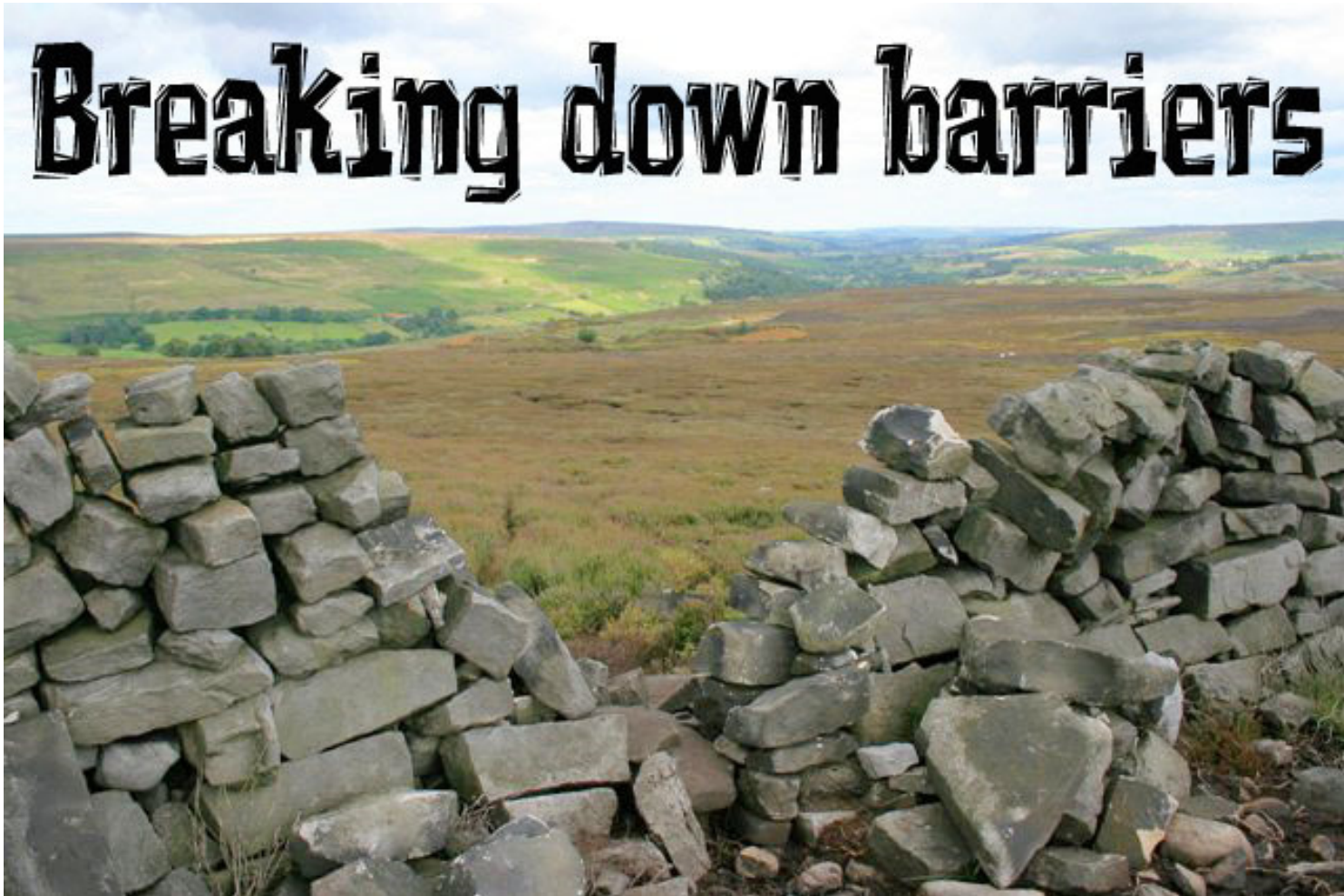


Community Engagement



Community Engagement

Breaking down barriers



Community Engagement is called for when????

- There is a strongly-felt need in the community for action.
- Collective intelligence /voices is called for.
- You need big-picture thinking. Who are we, what's important, where do we want to go, and how do we get there?
- There are constituencies in the community that have not been engaged in past processes or are being hurt by past efforts.
- There is a common goal/project/plan but various groups are working in silos to achieve it.



Community Engagement is not effective when

- You need granular thinking, with decisions about details.
- Engagement used as a political tool to support a direction that has already been determined.
- A decision must be made quickly.
- There isn't energy around making change.



Steps of Community Engagement

- Map
- Engage
- Celebrate
- Evaluate



Asset Mapping



Taking a look at the big picture...



Demographics in your community

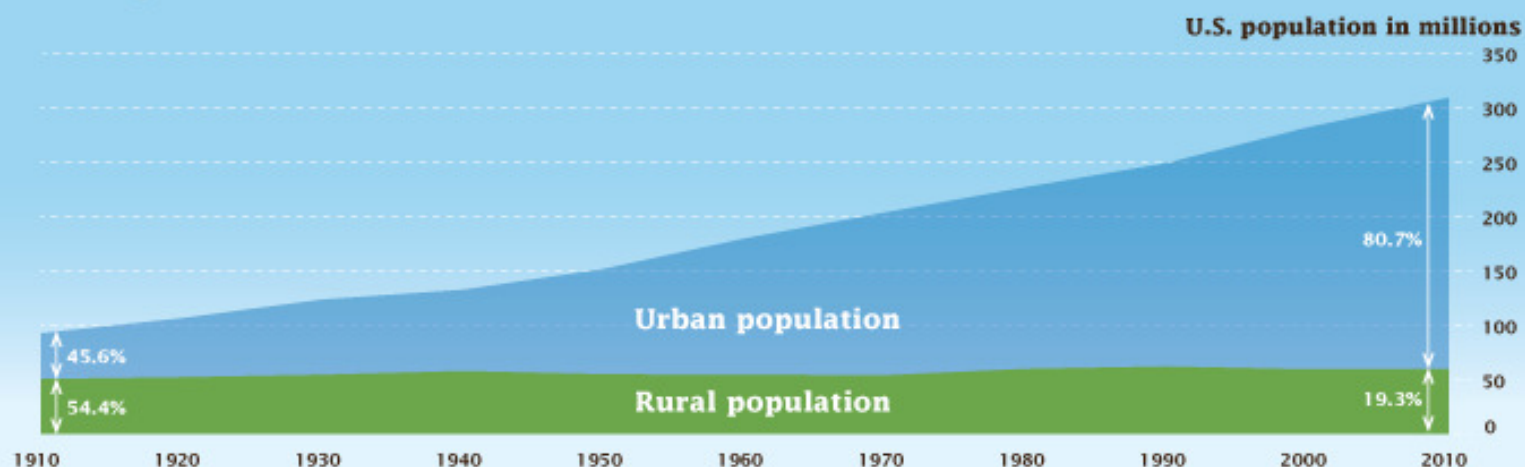


Our Changing Landscape

Over the past century, the urban landscape of the United States has changed, and with it, so have rural areas. As urban areas and the criteria used to define them have evolved, the share of the total population living in rural areas has decreased. In the 1910 Census, more than half of the total population (54.4 percent) lived in rural areas. In the 2010 Census, only 1 in 5 of the total population (19.3 percent) lived in rural areas.

The American Community Survey is part of the decennial census program and uses the same definition of rural geographies. It allows us to provide rich detailed statistics about the rural and urban populations in America each year, not just every 10 years.

Change in Rural and Urban Population Size: 1910–2010



Source: U.S. Census Bureau, 1910 to 1990 Censuses, <www.census.gov/population/censusdata/urpop0090.txt>; 2000 Census, Table P002; 2010 Census, Table P2.





RURAL

51

61.9%

11.6%

65.4%

19.5%

67.6%

11.7%

13.6%

22.3%

76.3%

8.9%

18.9%

7.3%

\$52,386

\$151,300

81.1%

78.3%

23.8%

ADULTS (18 years and older)

Median age (years)

Now married

Lives alone

Lives in state of birth

Bachelor's degree or higher

Civilian employed (18–64 years old)

Poverty rate

Uninsured rate

CHILDREN (Under 18 years)

Percent of total population

Lives in married-couple household¹

Grandchild of householder

Poverty rate

Uninsured rate

HOUSING AND HOUSEHOLDS

Median household income

Median home value

Homeownership rate

Single-family houses

No Internet access^o

URBAN

45

50.8%

14.3%

48.3%

29.0%

70.0%

14.0%

15.3%

23.5%

67.4%

7.4%

22.3%

6.3%

\$54,296

\$190,900

59.8%

64.6%

17.3%

¹ Includes never-married biological, step, and adopted children of the couple.

Source: U.S. Census Bureau, 2011–2015 American Community Survey, 5-year estimates; 2015 American Community Survey, 1-year estimates (denoted with *). For more information, see <www.census.gov/programs-surveys/acs/>.

Virginia Demographics



QuickFacts
selected: Virginia

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Table

All Topics	Virginia
Persons 65 years and over, percent, April 1, 2010	12.2%
PEOPLE	
Population	
Population estimates, July 1, 2016, (V2016)	8,411,608
Population estimates base, April 1, 2010, (V2016)	8,001,041
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	5.1%
Population, Census, April 1, 2010	8,001,024
Age and Sex	
Persons under 5 years, percent, July 1, 2016, (V2016)	6.1%
Persons under 5 years, percent, April 1, 2010	6.4%
Persons under 18 years, percent, July 1, 2016, (V2016)	22.2%
Persons under 18 years, percent, April 1, 2010	23.2%
Persons 65 years and over, percent, July 1, 2016, (V2016)	14.6%
Persons 65 years and over, percent, April 1, 2010	12.2%
Female persons, percent, July 1, 2016, (V2016)	50.6%
Female persons, percent, April 1, 2010	50.9%
Race and Hispanic Origin	
White alone, percent, July 1, 2016, (V2016) (a)	70.0%
White alone, percent, April 1, 2010 (a)	68.6%
Black or African American alone, percent, July 1, 2016, (V2016) (a)	19.6%
Black or African American alone, percent, April 1, 2010 (a)	19.4%
American Indian and Alaska Native alone, percent, July 1, 2016, (V2016) (a)	0.6%
American Indian and Alaska Native alone, percent, April 1, 2010 (a)	0.4%
Asian alone, percent, July 1, 2016, (V2016) (a)	6.6%
Asian alone, percent, April 1, 2010 (a)	5.5%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2016, (V2016) (a)	0.1%
Native Hawaiian and Other Pacific Islander alone, percent, April 1, 2010 (a)	0.1%
Two or More Races, percent, July 1, 2016, (V2016)	2.9%
Two or More Races, percent, April 1, 2010	2.9%
Hispanic or Latino, percent, July 1, 2016, (V2016) (b)	9.1%
Hispanic or Latino, percent, April 1, 2010 (b)	7.9%
White alone, not Hispanic or Latino, percent, July 1, 2016, (V2016)	62.4%
White alone, not Hispanic or Latino, percent, April 1, 2010	64.6%
Population Characteristics	
Veterans, 2011-2015	706,539
Foreign born persons, percent, 2011-2015	11.7%
Housing	
Housing units, July 1, 2016, (V2016)	3,491,054
Housing units, April 1, 2010	3,364,939
Owner-occupied housing unit rate, 2011-2015	68.2%
Median value of owner-occupied housing units, 2011-2015	\$245,000
Median selected monthly owner costs -with a mortgage, 2011-2015	\$1,711

<https://www.census.gov/quickfacts/fact/table/VA/AGE765210>



Community Networks

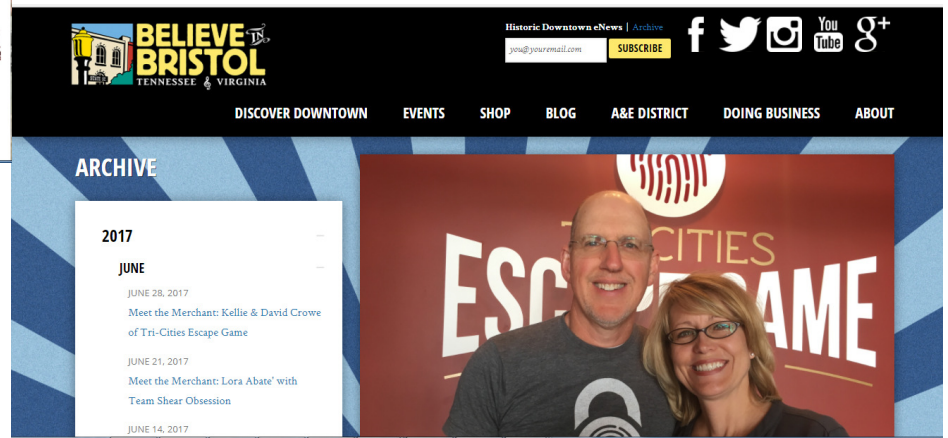
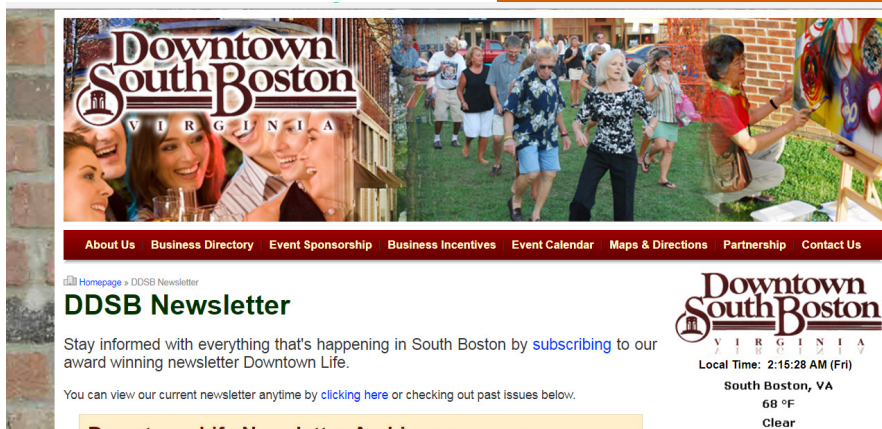
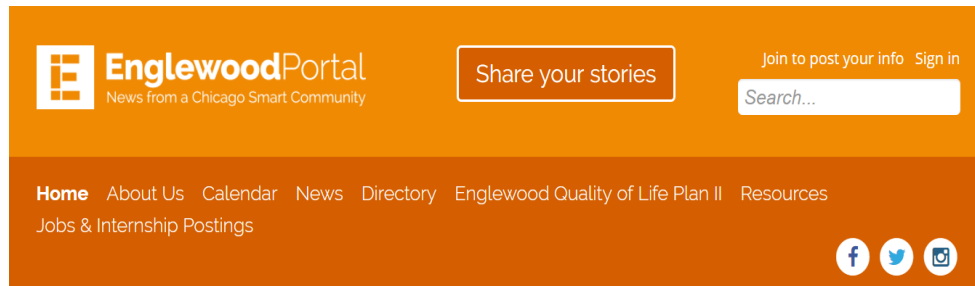
EMPOWER ACCESS
BUILDING LOCAL URBAN
COLLABORATE
PARTNER **STRONG**
TEAMWORK
COMMUNITY ENGAGE
RISK **NETWORKS**
SOCIAL
ASSETS RELEVANCE



Community Connectors AKA Community Leaders



Communication Vehicles



Meet people where they are!!!



Story Collecting

- Give disposable cameras to school children and ask them to take pictures of what they love most about their community. Showcase the photos on posters and banners throughout your town.
- Have places throughout the community where people can enter video booths and tell stories, in their own language, about what they love about their place. Create a video that can be screened and streamed widely throughout your town.
- Provide children with recording devices and ask them to interview their parents, grandparents, aunts and uncles, or neighbors.
- Partner with local theater artists to turn your interviews into a play, performed by professionals or by local residents.



Idea Generation

- Community graffiti wall. Post your question on giant chalkboard surfaces and leave space for people to record their answers. Be sure to record these permanently before they disappear!
- Poll creatively. Rather than a standard survey, put a simple question drink coasters at local restaurants and bars, with space for people to fill in their answers.
- Poll colorfully. Have people of all ages “vote” on options by placing jellybeans in glass jars.
- Throw a mixer event and ask attendees to fill out a short survey to get free drinks, food, or prizes before they enter the space.



Galesburg, Illinois residents were asked to jot down free things to do in the town and filled this blackboard with ideas.

Image: Jay Redfern/The Register-Mail.

Inspired Community Meetings



Inspired Community Meetings work on the principle that everyone in the room has the wisdom and creativity to solve the community's greatest challenges. The meetings have a structure that encourages passionate participation, prevents hostile takeover, and honors disagreement. They are energizing and build excitement for a collective effort.



Tools/Resources

The Circle Way:

- Good for reflecting on a question together
- Helps with practicing deep and active listening
- Helps to ensure all voices are included and heard
- Powerful for meeting openings and closings

<http://peerspirit.com/>



Tools/Resources

World Café:

- Helps find solutions that work for the community as a whole
- Develops a shared language within the community
- Surfaces knowledge from the whole room



<http://www.theworldcafe.com/>



Tools/Resources

Open Space:

- A place to start when you have no idea what the solutions might be, when you're stuck as a group, and when there is a diversity of questions in the room.
- Organizes work and gets people to take responsibility for moving it forward.
- Reveals which issues people care about most

<http://openspaceworld.org/wp2/>

The Law of Two Feet



If people find themselves in situations where they are neither learning anything nor contributing, they are responsible for moving to another place – using their two feet to find a place where their participation is more meaningful



CELEBRATE!!!



Evaluate



EVALUATE



THANKS!

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